The way we work now
Exploring AV’s pivotal new role in the workspace

The way everyone works has changed forever. Business success in the post-Covid world will rely on AV technology to power collaborative, connected workspaces - technology that will unite dispersed workers, ignite creativity and power productivity.

Be part of the AV-powered workspace revolution.

avworks.avinteractive.com
@AVMag #AVWorksEvent

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AV technology – enabling the new world of work

Powered by technology and driven by workforce demands for flexibility, connectivity and style, the office space sector has long been an incubator for AV innovation. Now, thrust to the forefront by the global crisis, AV technologies are coming into their own as vital business tools and the source of strategic advantage.

AVWorks brings together everyone involved in today’s fast-paced AV revolution – innovators, enablers and businesses in search of solutions.

Our focus is the office sector

And our delegates are AV innovators and cross-sector decision makers focused on the office space: occupiers, landlords, developers, architects, consultants, integrators, facilities management firms and more.

Our programme is dynamic

We’ve teamed up with one of the smartest virtual event platforms to provide you with more content, better networking and deeper insights. All this and more is at your fingertips when you join our free virtual conference.

Our broadcast tech is cutting edge

No more Zoom or Teams. Instead, we have a studio-style, live-streamed and fully interactive conference.

Two events in one

We’ve teamed up with Property Week, the UK’s No. 1 property title and WorkSpace, the flagship event covering office sector trends and transformation. Explore how the new ways of working will redefine what offices are, how they’re used, where they’re located and how they’re sourced. Seize the opportunity to connect with leading architects, developers, landlords and more.

Register for free and gain access to both AVWorks and WorkSpace, including digital content and on-demand streaming.

Karen Cook
Founding Partner
PLP Architecture

Paul Williams
CEO
Derwent London

Dexter Moren
Partner
Dexter Moren Associates

Helen Causer
Office and Investment Lead
Argent

Register for free at avworks.avinteractive.com
The workplace revolution (joint plenary with WorkSpace)

The advent of intelligent and collaborative technologies is said to herald a fourth industrial revolution, with the potential to reshape the way we live and work. As our day begins, we invite future-facing technologists to share their vision of a world re-defined by the hottest of hot tech – AI and mixed reality (MR) – then challenge them to apply that vision to the workspace.

09:05 Artificial intelligence: Rethinking your world
Calum Chace, journalist, and best-selling author

AI has the potential to transform our lives more in the next thirty to forty years than they’ve changed since the start of the industrial revolution. These are exciting times and – for those able to harness AI’s potential – the future has even more to offer. One of the UK’s leading futurologists describes how AI will transform our societies, economies and working environments.

Calum is a best-selling author on AI, focused on its impacts for individuals, societies and economies. His writing is informed by a thirty-year career in journalism and business, during which he was a marketer, a strategy consultant and a CEO. He studied philosophy at Oxford and believes science fiction to be philosophy in fancy dress.

09:25 Mixed realities: Bringing your world together
Jeremy Dalton, Head of VR and AR, PwC

More and more we see augmented and virtual reality enhancing the world of the consumer. In recent months we’ve seen how it can unite remote workforces. A leading technologist introduces us to the power of mixed reality technologies to foster collaboration, obliterate geography and transform our business landscapes.

Jeremy is on a mission to educate, connect and inspire industry with the benefits of new realities technologies. He has supported the VR and AR initiatives of the World Economic Forum and sits on the advisory board of ImmerseUK, a government-supported network for businesses, research and education organisations involved in immersive technologies.

09:55 Networking Break and Solutions Showcase

10:10 Panel discussion: Bring it to the office – cut to the chase

We now bring the on-the-ground experts together to discuss how the fast-paced world of technology is transforming office environments today. What do technological developments mean for the working world and the office sector in practice? What does this mean for day-to-day life in our workspaces and what is technology enabling in office property now? How can we harness the power of technology to secure the future of the office?

Jeremy Dalton in conversation with...

11:00 Networking Break and Solutions Showcase
11:30 **Redefining work and the workspace – AV’s role in unlocking change**

*Jeff Fairbanks*, Global Head of Employee Operations & Collaboration Solutions, *Bloomberg*

Bloomberg is putting AV at the heart of its office strategy, using cutting-edge technology to engage employees, foster collaboration and optimise performance. It believes not to do so would compromise its productivity and endanger its future success. Find out what it takes to make AV centre-stage and hear first-hand how technology has changed ways of working for one of the world’s biggest news organisations.

Voted AV Magazine’s Professional of the Year in 2017, Jeff is an expert in AV and communication systems as well as a global IT leader for one of the world’s foremost news businesses. He has a Masters in IT from Columbia University and has studied leadership, innovation and management at the Massachusetts Institute of Technology (MIT).

11:55 **Panel discussion: From the beginning... Embedding AV into early-stage building design and development**

Getting the greatest return on AV investment demands more than retrofit solutions. In the new world, technology must underpin the built environment, not be dictated by it. We look at how a strategic approach to AV technologies in every new-build can unlock organisational transformation for occupiers.

*Greg Jeffreys*, Director, Consultant, *Visual Displays Limited*

*Phil Breitschadel*, Regional Director UK and Ireland, *Crestron*

*Jim Barrett*, Business Development Manager, Commercial, *Crestron*

12:30 **Networking Break and Solutions Showcase**

12:45 **Panel discussion: New workplace realities**

*Zoe Mutter*, Editor, *AV Magazine*

Media-rich collaboration is becoming standard across companies and organisations. Zoe Mutter, Editor of AV Magazine, and her invited guests discuss what’s coming next and give their expert assessment of how mixed reality technologies will transform the workplace and unlock productivity.

*Sanj Surati*, Digital Atelier, *Tiger Heart*

*Amelia Kallman*, Futurist*

*Vincent McAtamney*, Founder, *VINTEC Immersive*

*Jeremy Dalton*, Head of VR and AR, *PwC*

13:35 **Networking Break and Solutions Showcase**

14:30 **End-user panel discussion: Transforming the organisation with AV – building a strategy for success**

AV technologies can unlock employee engagement, productivity and wellbeing – they can also transform business models and profitability. We bring together early adopter end users to discuss what it takes to create a company-wide AV strategy with true transformational potential.

*Chair: Clive Couldwell*, Group Editor, *AV Magazine*

*Alvin Rovira*, Manager, Systems Engineering (AV), *Uber*

*Joe Benn*, AV Operations Regional Manager, EMEA, *Google*

*Jason King*, Manager, Audio Visual Operations – Global, *WeWork*
15:20 **Beyond the pandemic: The Legacy of Covid-19 in the AV market**  
*Adam Cox, Head of Imaging, Pro Video & Collaboration, Futuresource Consulting*

Covid-19 has made working from home the norm and, as the world contemplates a return to the office, employers recognise the need for radical transformation in terms of buildings, processes and working practices. AV technologies have got us through the crisis. How will they shape the future? We look at how AV is driving innovation in the workplace.

Building on his experience in video usage across the pro video and broadcast industry, Adam has expanded his focus to the collaboration space where he examines the use of technology both in the office and while working at home.

15:50 **Networking Break and Solutions Showcase**

We re-unite with the WorkSpace audience to look at the future of the workspace from two points of view that ought to align but too often diverge. We ask a leading architect and a nationally-renowned occupier to outline their priorities and visions – and to tell us what’s possible and what’s needed to make offices relevant and effective for tomorrow’s world.

16:20 **The architect’s perspective: Designing future buildings and office spaces**  
*Arjun Kaicker, Head of Analytics & Insights, Zaha Hadid Architects*

The challenges of 2020 have accelerated change in the office property sector and transformed the demands placed on office buildings. From those in the pipeline to those recently completed, we consider the design strategies that might enhance building feasibility in a post-Covid-19 world and address the long-term impacts for new building design. We’ll look at how AI, advanced analytics and design could create optimal and future-ready offices, and how intelligent, self-learning workspace approaches might help buildings to evolve and thrive.

A British architect and artist living in Atlanta and New York, Arjun specialises in people-centred design and has helped develop algorithmic and machine learning tools to improve design processes.

16:50 **The Occupier's perspective: Returning to the office and building the future**  
*Alan Bainbridge, Director of Workplace and Corporate Real Estate, BBC*

After an unprecedented period of disruption, occupiers are slowly returning to their workspaces with inventive and various strategies for success. We’ve asked a workplace leader from one of the UK’s most iconic brands to share their experience and outline their future workspace expectations. We’ll find out what a large-scale pan-national leasing strategy might look like, and how virtual reality is helping the BBC power its collaborative workforce.

With thirty years’ experience and involvement in flagship schemes, Alan has a wide understanding of the property market and its supply chain. He has led delivery of the BBC's award-winning MediaCityUK in Salford and the new BBC Wales HQ in Cardiff – major change programmes with property, people and facilities at their heart.

17:15 **A chat with the chairs: bringing the WorkSpace and AVWorks events together**

Julia Streets and Clive Couldwell each summarise the key take-aways from their respective conferences, discuss lessons learned and draw their final conclusions.

17:25 **Conference close**

This programme may be subject to change.
The AVWorks Solutions Showcase – meet our partners

Our partners make a valuable contribution to AVWorks and work collaboratively with us as your joint hosts. The AVWorks Solutions Showcase is a chance to explore innovative products and services that can help the office sector forge a positive future beyond today’s business uncertainties.

Take a Solutions Showcase virtual tour and explore exclusive digital content provided by our partners. Connect with the pathfinder organisations that are eager to share their knowledge.

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**Crestron**
Crestron builds technology for every way people work, everywhere in the world – from desktop to boardrooms, offices to multi-nationals. Technology that adapts to you and prepares you for what you’ll need. Platforms, devices, and systems designed to improve communication and collaboration. All managed by a cloud-based system for easy deployment, monitoring and upgrading.

[crestron.com](https://crestron.com)

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**TIG**
Technological Innovations Group (TIG) is an EMEA sales agency offering an ecosystem of AV and UC solutions from brands at the forefront of leading-edge technology development. We specialise in engaging customers across all verticals, including consultants, integrators and specifiers, to deploy tailor-made and futureproof smart spaces in any environment.

[Tig.eu](https://www.tig.eu)
The networking starts now

AVWorks takes place on 2 October, but our social network and digital resources platform is already open. Sign up today and be ready to start connecting with your industry peers.

Register for free:
avworks.avinteractive.com

For registration questions, please email katie.shopland@emap.com

Registration includes free access to WorkSpace 2020

We’ve teamed up with the leading event covering office sector trends and transformation to provide you with an even greater opportunity to connect with office property experts. Our partially joint programme promotes networking and engagement with architects, developers, landlords and many more.

Our team is here for you

If you have a question about the programme, your registration or would like to find out about opportunities to make an impact, please get in touch!

Programme: christina.wood@emap.com
Delegates: katie.shopland@emap.com
Partnerships: david.allen@avmag.co.uk

If you have a question about other AV Magazine events, please contact: christina.wood@emap.com

AV Magazine acts as the bridge between the channel and the end user, and our mission – unchanged after 48 years – is to educate, inform and inspire. We deliver authoritative content with integrity; content that will strategically transform businesses across the globe and address the issues that shape this innovative industry. Packed with news, features, opinion and analysis, it keeps its readers fully briefed on all the latest information from the industry. Across the globe, around 8.5 million AV professionals engage with the AV brand.